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**DEVELOPMENT
BOARD**

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**SEVENTEENTH
ANNUAL REPORT
1961-1962**

W.W. HARPER, DIRECTOR

Seventeenth Annual Report

of the
State Development Board
of the
State of South Carolina
for the
Fiscal Year 1961-1962

WALTER W. HARPER
Director

**SOUTH CAROLINA
STATE DEVELOPMENT BOARD**

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STATE DEVELOPMENT BOARD

COLUMBIA, SOUTH CAROLINA

WALTER W. HARPER
DIRECTOR

TELEPHONE
ALPINE 4-8831

July 1, 1962

The Honorable Ernest F. Hollings
Executive Offices
Wade Hampton Office Building
Columbia, South Carolina

Dear Governor Hollings:

I have the honor to submit to you the Annual Report
of the State Development Board for the fiscal year 1961-62.

Sincerely,

Walter W. Harper
Director

TABLE OF CONTENTS

	Page
DIRECTOR'S STATEMENT	6
DESCRIPTION OF DEVELOPMENT BOARD	9
REPORT ON ECONOMIC ACTIVITY IN SOUTH CAROLINA	13
COMMUNITY RELATIONS PROGRAM	14
RESEARCH DIVISION	16
INDUSTRIAL TRAINING PROGRAM	16
GEOLOGY DIVISION	19
PROGRAM FOR THE NUCLEAR AND SPACE AGE...	21
AGRICULTURE AND INTERNAL INDUSTRIES DIVISION	23
FOREIGN TRADE PROGRAM	25
WATER RESOURCES INVESTIGATIONS	26
TRAVEL AND INFORMATION DIVISION	28
DATA SUPPLIED TO INDUSTRIAL PROSPECTS ..	32



DIRECTOR'S STATEMENT

South Carolina this fiscal year has continued to experience an extremely rapid rate of industrial development in the construction of new industrial plants and the expansion of existing facilities.

As of July 1, 1962, projects for industrial construction announced amounted to \$267,894,000 with the creation of new jobs for South Carolinians totaling 18,842.

This compares with the previous fiscal year of \$162,952,000 in new and expanded industrial construction and the creation of 8,907 new jobs.

The rise in the number of new job opportunities is a source of real pride to the many South Carolinians, both professional industrial development officials and the many private citizens who have contributed financially, but more importantly, of their time and talent to the state's economic progress.

Similarly important is the fact that not only has the rate of industrial construction soared but, perhaps even more significantly, the type of new plants and their locations in South Carolina are such that the state is fast reaching a more balanced economy. The economy is more balanced both geographically and by the very character of the new plants themselves.

Such products as rotary calculators, wrist watches and a newly designed line of miniature and micro-miniature electrical components and a line of industrial electronic products will soon be made in South Carolina by South Carolinians.

Production has actually begun at plants making automobile grills, bathroom fixtures, material handling equipment and a wide variety of other products.

A most vital factor in this more balanced economy is the actual location of these plants. A few examples are Georgetown and Conway on the coast, Columbia, Batesburg and Camden in the midlands, and Woodruff and Spartanburg upstate. They literally cut across South Carolina.

In addition, there have been investments of considerable amounts in the textile industry, the pulp and paper field, and the manufacturing facilities for synthetic fibers and chemicals.

We have truly entered a new phase in industrial development. The trend is not merely moving ahead. The rate of development is actually increasing.

The companies that have found South Carolina suited to their needs are ones which South Carolinians can point to with pride: Westinghouse Air Brake Company, Jeffrey Manufacturing Company, Firestone, Franklin Brass Products, Kelsey-Hayes Company, Stone Container Corporation. These are but a few of the companies which have joined Chemstrand, General Electric, Allied Chemical and others in South Carolina.

Meanwhile South Carolina firms have also been prospering and expanding. Such firms as Springs Mills, Woodside Mills, Stone Manufacturing Company and Deering-Millikin Company are but four of many excellent examples. Since locating in South Carolina, industries such as General Electric, Chemstrand and Owens-Corning Fibreglas Corporation have expanded their facilities anywhere from 40 per cent to 200 per cent.

South Carolina's ability to attract plants needing highly skilled personnel has received a tremendous boost from the State Committee for Technical Education set up in 1960 by the South Carolina General Assembly. Thirty-seven training programs have been completed or are now underway. The Committee prepares South Carolinians for specific jobs in industry. The success of the program can be attested to by the numerous "blue chip" firms now operating in South Carolina with personnel trained by this Committee.

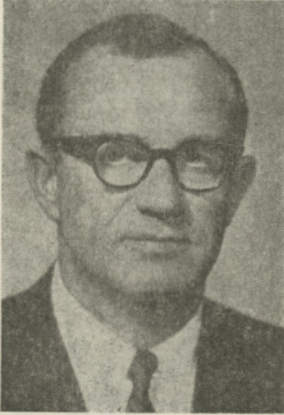
Another sphere of economic progress in which the Board has a responsibility is the travel industry. South Carolina's travel business continued to grow at the rapid rate of the last few years. In 1961 it increased 9 per cent over the previous year and put the total expenditures of all travelers in the state at over \$200 million.

The future for South Carolina is a bright one. It's bright because of the hard work done by hundreds of South Carolinians in planning for industry and in making South Carolina's assets known in the proper way to the proper people.

WALTER W. HARPER, *Director*

DESCRIPTION OF SOUTH CAROLINA DEVELOPMENT BOARD

The State Development Board of South Carolina, originally created by the General Assembly in 1945 to promote the economic growth of the State in all fields, is now nearing completion of its program of enlarged and intensified activity.



FRANCIS M. HIPPI
Chairman

As originally constituted, the State Development Board had five members. This Board laid the groundwork for South Carolina's industrial, agricultural and tourist development during the post-war years.

The Board's membership in 1959 was increased to 15 with a representative from each judicial district plus a chairman designated at large. These men are leaders in business, agriculture, industry and finance. Appointment is by the Governor.

The staff of the Development Board has been expanded to include additional engineers, a liaison program for work with local development groups, a division of internal development to aid existing agriculture and industry, a division of research, and a division for advertising and public relations.

The 15 members and chairman of the Board, meeting monthly, act as a board of directors. Guiding the daily activities of the State Development Board is the director.

Industrial Development

Under the Board's Director, the Industrial Development Division with its director is assigned the job of assisting both existing plants and incoming ones to operate in the most favorable business climate consistent with the best interests of the people of South Carolina.



R. ROY PEARCE
Vice-Chairman

The Industrial Development Division's staff includes field representatives as well as the director. These men are well versed in all the varied phases which must be considered in plant-site work. This includes civil and industrial engineering talent, ability to collect and evaluate site data and statistical information for industrialists, expert knowledge of the role of forestry in industrial development and the ability to know and present the full South Carolina story on out-of-state visits.

Recognizing the potential for South Carolina's economic growth through the development of new industries within the State, a vigorous in-state industrial program was instituted.

Internal Industries

An Internal Industries Division was set up under the Board's Director but with an experienced division chief at the head for the specific purpose of assisting in the creation of new, locally-developed industries throughout South Carolina.

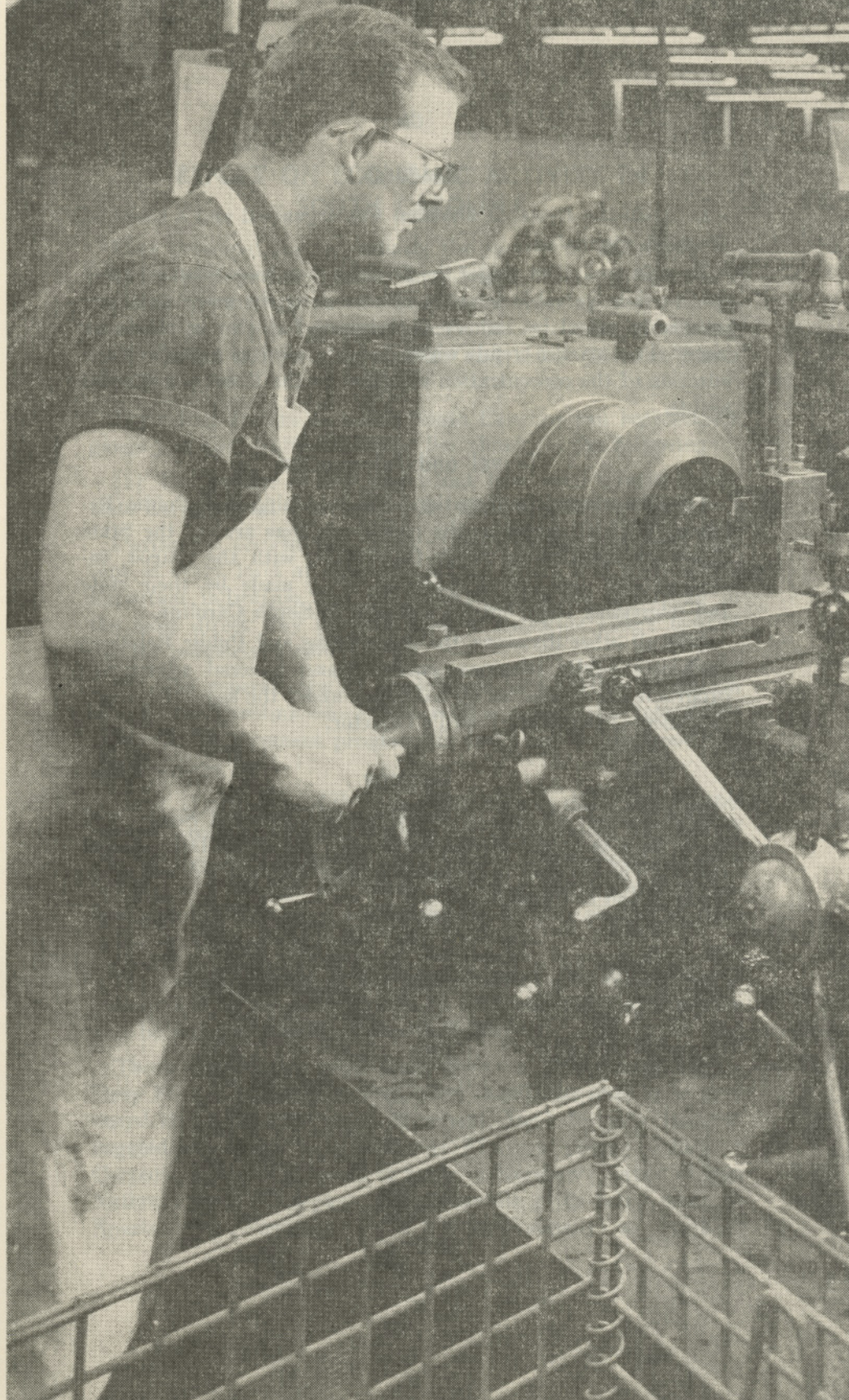
Inasmuch as the greatest industrial opportunity for the State appears to fall in the category of food and feed processing, the development of industries using agricultural raw materials is being emphasized. The Division has, within the past year, been successful in assisting several such industries into existence.

Agricultural, industrial, market research and finance specialists are prerequisites for the Division's staff.

Community Relations

The Community Relations Program includes direct liaison with the State Board and local groups such as development boards and chambers of commerce which are interested in economic growth programs. Talents are available at all times to these organizations wherever they may be needed.

This program is carried on in the State Board's firm belief that the overall state development program can be immeasurably strengthened by active, knowledgeable groups at the local level working hand-in-hand with state agencies.



Research

In April the Research Division was organized and a Chief of Research appointed.

Even in its initial stages the Division has been able to gather specific data valuable not only in answering the many questions invariably raised by industrial prospects but also in obtaining material on market trends which is being used as a guide in the selection of the concentration of effort by the Board's industrial agents.

Travel and Information

The Travel and Information or Advertising and Public Relations Division serves as the public relations arm of the State Board in acquainting South Carolinians with the tourist, industrial and agricultural progress being made by their state and interesting those outside the state in South Carolina.

Like all other divisions, the Advertising and Public Relations Division's public relations, publicity and national advertising programs are carried on by a director under the supervision and guidance of the State Board's Director.

Geology

The division of geology is the State Geological Survey and serves as a technical service division of the State Development Board. The division is engaged in basic and applied geological research and evaluation.

REPORT ON ECONOMIC ACTIVITY IN SOUTH CAROLINA

Four principal factors indicate the success of the state's industrial development program since July 1, 1962, a period which has been a continuation of three record-breaking years in the construction of new industrial plants, the expansion of existing facilities and the creation of more and better jobs for South Carolinians.

These four factors on which South Carolina can legitimately gauge just how fruitful a future lies ahead are the following:

(1) The number of new jobs which have been created in the state during fiscal year 1961-1962. That number is 18,842.

During the present time when unemployment is of great concern at every level of government this figure is a particularly important indication that South Carolinians are benefiting in the most direct way possible from a statewide effort toward greater industrialization.

(2) The general type of employment is a further indication that South Carolina can expect with a continually intensified industrial development program its full share in the good life of the future.

Many, if not most, of these new jobs require skills which offer South Carolinians an opportunity for advancement unheard of ten, seven or even five years ago. A truly crucial point has been reached and through the efforts of many, South Carolina has entered a new era—an era of potentially greater prosperity than any in its history.

(3) Closely related to the new demand for skilled South Carolinians is the wide variety of products which are now or will be stamped "Made in South Carolina."

These range from hand tools made in Orangeburg (Utica Drop Forge Company) to the rotary calculators soon to be produced there (Smith-Corona Marchant, Inc.) to pulp for corrugated containers to be made at Florence (Stone Container Corporation) to watches to be made in Kershaw County (Elgin National Watch Company) to automobile grills being made at Spartanburg (Firestone Tire & Rubber Company) to plumbing

supplies being manufactured at Conway (Franklin Brass Products).

(4) The third factor brings us directly into the fourth as we consider the necessity that the benefits of industrial development must for the good of South Carolina accrue to all of South Carolina and not merely this or that part of the state.

Just a mention of communities now offering new employment to South Carolinians other than those already noted will suffice to make the success of this phase of the program obvious. These communities would include Batesburg (Westinghouse Air Brake Company), St. George (U. S. Cocoa Mat Company), Cameron (Southern Soya Corporation), Summerville (FATCO Industries, Inc.), Fountain Inn (expansion of Woodside Mills), Greenville (expansion of Stone Manufacturing Company), and Pickens (Piedmont Die Casting Company).

The efforts of South Carolinians across the state are insuring South Carolina's fair share in a prosperous future.

COMMUNITY RELATIONS PROGRAM

Under its program of community relations, the Board maintains a direct liaison with such local groups as development boards and chambers of commerce interested and engaged in economic growth programs. The various services of the Board are always open to any community which desires help in its program.

In addition the division has assisted many communities throughout the State to prepare for eventual industrialization by developing the necessary statistical information on site conditions, stimulating the creation of local financing and development boards, and improving the overall business atmosphere.

This community relations program is especially vital because, in the final analysis, it is the most effective means of coordinating effort and information on behalf of both community and industry. No community will be completely sold on a prospective industry which it cannot evaluate. No industry will be completely sold on a community which reflects no planning in its economic growth. And no State program can be successful unless backed by strong, knowledgeable leadership at the local level.

There is growing evidence that this local leadership is now being spread throughout the community as the members of the community each realize their benefit potential from expanding industry.

One feature of this program adopted within the past few years has been the local promotion trips sponsored by the Board. The Board has devised, planned and executed numerous "industry-hunting" trips designed to meet the industrial needs of specific communities. Community representatives making these trips have shown an excellent spirit of cooperation and have actually developed solid prospects for their own community and for the State.

RESEARCH DIVISION

With the appointment of a Chief of Research in April, the Board began to implement an expanded program of research services. The purpose was to better enable the Board to provide needed data and other information resulting from its activities in behalf of industrial growth and expansion in the state.

Requests for information usually originate with industry officials or their representatives (consultants or interested communities) and cover such diverse subjects as the following:

- (1) General economic data pertaining to changes in income, population, etc.
- (2) Location, characteristics and trends of specific industrial markets.
- (3) Availability and/or costs of raw materials and services.

The research function cannot be fully explained in terms of a question-answering service. However, opportunities for obtaining new and expanded industrial plants are increased by an awareness of changing economic conditions within the manufacturing sector that precipitate industrial relocation or expansion.

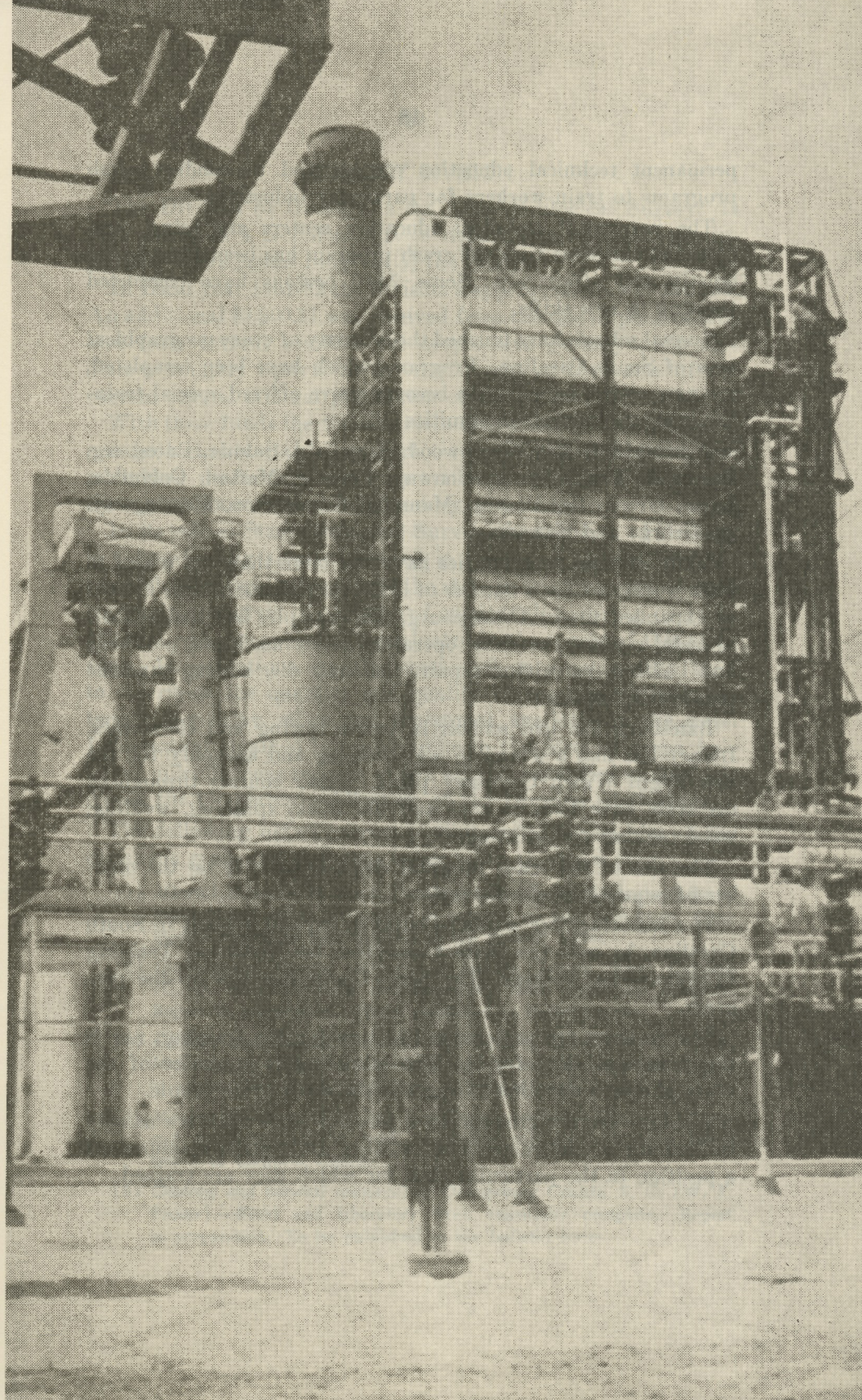
Therefore, research at the State Development Board further includes the acquisition of materials from numerous trade sources; the tabulation and analysis of manufacturing data; the execution of market surveys—all of which serve as tools for the systematic determination of which types of industries merit major emphasis from state and local development organizations in relation to possible expansion in South Carolina.

INDUSTRIAL TRAINING PROGRAM

South Carolina's Committee for Technical Education has an impressive variety of training schools now in operation, turning out skilled workers on a crash basis throughout the state and establishing a growing number of permanent training centers.

The schools, tailored to fit a particular industry's needs, are training Palmetto workers in trades ranging from tool and die to lace-making.

The committee was charged with a twofold job by the South Carolina General Assembly in 1960 to set up a network of



permanent technical education centers and to conduct crash programs to train workers for particular industries.

The permanent technical education centers are being completed at the same time the crash program has been functioning quietly and effectively. Some 2,630 persons have completed training in new skills.

Special schools have touched the economy of every geographical area of South Carolina. Programs which have been completed, are now active, or will soon become active offered special training in the following communities:

Woodruff, Belton, Greenwood, Edgefield, Saluda, Batesburg, Barnwell, York, Aynor, Conway, Cheraw, Marion, Columbia, Latta, Greenville, Blaney, Manning, Summerton, Hemingway, St. George and Swansea.

Many of these communities have had more than one school to train workers, since a number of different industries have located or expanded there. Orangeburg, for example, has had schools in metal-working, machine operators, screw machines, polishing and buffing, calculator repair, tool and die, adding machine repair and forging.

Batesburg has had schools in power sewing and electronics. Blaney has had a school in watch-casing and assembly for the new Elgin Watch Company plant. Other courses throughout the state have been in tool and die work, spinning, welding, wood turning and knitting.

The size of the crash program depends entirely on the number of requests from industry.

If a manufacturer wants to build or expand a plant in South Carolina, he asks the State Committee for Technical Training to prepare his workers. The State Committee sets up the program.

The workers are not charged tuition for the training, nor is the company billed for it. The schooling is a service of the State of South Carolina to upgrade the skills of its people.

Workers are not guaranteed a job, but since they are usually trained for a particular industry, they are virtually assured of a position in the particular skill for which they are trained.

GEOLOGY DIVISION

The Division of Geology is the State Geological Survey. It also serves as a technical service department to assist the industrial development program of the Board.

In fiscal year 1961-62 the division's appropriation was \$33,790. An additional \$3,200.37 was received from the sale of publications and from several counties for cooperative geology programs. This is roughly equivalent to 0.1 per cent of the value of the current annual mineral production of the state.

With these funds the division maintains a staff of one geologist, one geologic secretary, one part time ceramics consultant, one part time draftsman, seven part time project geologists, and three part time field and laboratory assistants.

In its role as State Geological Survey, the Division of Geology is a fact-finding agency engaged in basic and applied geologic research. Geologic mapping of the state is being carried on by a continuing program of county and quadrangle mapping projects. Mineral resource potential is evaluated in the course of this mapping. Investigations are also conducted on a commodity basis to determine the quantity and quality of specific mineral materials (e.g., clay, silica and limestone) available in the state. Information obtained is made public in the form of maps, bulletins, miscellaneous reports, and in articles published in *Geologic Notes*, the bimonthly publication of the Division of Geology.

The following list of current projects will give an idea of the division's goals and the steps being taken to attain them:

- (1) *Mineral industry of South Carolina (Camilla McCauley)*.—Library research and report preparation in progress on part time basis. Commodity reports to be published in the bulletin series.
- (2) *Geology and mineral resources of Pickens County, South Carolina (C. Q. Brown)*.—Field and laboratory work essentially complete. Report in preparation. To be published in bulletin series.
- (3) *Geology and mineral resources of Newberry County, S. C. (J. F. McCauley)*.—Field and laboratory work essentially complete. Report in preparation. To be published in bulletin series.
- (4) *Montmorillonitic and "fullers earth" clays of South Carolina (Heron and Robinson)*.—Field work essentially complete. Samples being tested at Clemson College.
- (5) *Geology and mineral resources of Orangeburg County, S. C. (W. K. Pooser)*.—Field and laboratory work essentially complete. Report in preparation. To be published in the bulletin series.

- (6) *Geology of the Blythewood quadrangle, S. C. (Paradesis and McCauley).*—Field work complete. Map and text in preparation. To be published in the MS series.
- (7) *Geology of the Blaney quadrangle, S. C. (Ridgeway and McCauley).*—Field work complete. Map and text in preparation. To be published in MS series.
- (8) *Geology and mineral resources of Edgefield County, S. C. (W. T. McCutchen and H. S. Johnson, Jr.).*—Field work about 90 per cent complete. To be published in bulletin series.
- (9) *Southwest quarter of Eutawville 15' quadrangle (D. J. Colquhoun).*—Field work essentially complete. Report in preparation. To be published in Geologic Notes.
- (10) *Southeast quarter Eutawville 15' quadrangle (D. J. Colquhoun).*—Field work essentially complete. Report in preparation. To be published in Geologic Notes.
- (11) *Geologic profile along I-26 Highway from Charleston to Columbia (D. J. Colquhoun).*—Field and laboratory work in progress on part time basis. To be published in MS series.
- (12) *Southeast quarter St. Matthews 15' quadrangle (Phoebe Bernat).*—Field and laboratory in progress on part time basis.
- (13) *Geology and mineral resources of York County, S. C. (J. R. Butler).*—Field work in progress. County about 25 per cent mapped.
- (14) *Geology and mineral resources of Oconee County (C. J. Cazeau).*—Field and laboratory work essentially complete. Report in preparation. To be published in bulletin series.
- (15) *Geology of the Clemson 7½' quadrangle (Brown and Cazeau).*—Field work essentially complete. Map and text in preparation. To be published in MS series.
- (16) *Geology of the Sumter West 7½' quadrangle (C. Q. Brown).*—Field work begun during this period. Emphasis on origin of Carolina Bays. To be published in MS series.
- (17) *Geology and mineral resources of Horry County, S. C. (J. R. Du Bar).*—Field work about 75 per cent complete. To be published in bulletin series.

Published reports and maps are the results of completed projects. In the last year we have published the following results of investigations conducted or supported by the Division of Geology.

- (1) *Geology of the Fort Jackson North quadrangle (W. K. Pooser and H. S. Johnson, Jr.).*—Published as MS-3 and now available to the public at 25 cents per copy.
- (2) *Contours drawn on the surface of the Cooper Marl in the Ladson quadrangle, S. C. (D. J. Colquhoun).*—Published as MS-4 and available to the public at 25 cents per copy.

- (3) *Generalized geologic map of South Carolina (after Overstreet and Bell, 1961).*—Published as MS-6 and available to public for 5 cents mailing charge.
- (4) *Wicomico shoreline in Orangeburg, Dorchester, and Berkeley Counties, South Carolina (D. J. Colquhoun).*—Published in July-August 1961 issue of *Geologic Notes*.
- (5) *Relationships between the Carolina Slate Belt and the Charlotte Belt in Newberry County, S. C. (J. F. McCauley).*—Published in September-October 1961 issue of *Geologic Notes*.
- (6) *Fall Line stratigraphy northeast of Columbia, S. C. (H. S. Johnson, Jr.).*—Published in September-October 1961 issue of *Geologic Notes*.
- (7) *Notes on the geology and structure of Oconee County, South Carolina (C. J. Cazeau).*—Published in November-December 1961 issue of *Geologic Notes*.
- (8) *New radiocarbon dates for the Pamlico Formation of South Carolina and their stratigraphic significance. (J. R. Du Bar).*—Published in the March-April 1962 issue of *Geologic Notes*.
- (9) *Check list of Waccamaw and Croatan (Pliocene?) macrofossils of North and South Carolina (J. R. Du Bar).*—Published in May-June 1962 issue of *Geologic Notes*.
- (10) *Leaching of Santee Limestone (Eocene), Calhoun County, South Carolina (C. J. Cazeau).*—Published in July-August 1962 issue of *Geologic Notes*.
- (11) *Value of heavy mineral investigations in the Coastal Plain of South Carolina (C. J. Cazeau).*—Published in July-August 1962 issue of *Geologic Notes*.
- (12) *Barium resources of South Carolina (Camilla McCauley).*—Published as Bulletin 27. Available to public at 50 cents per copy.
- (13) *Limestone resources of the Coastal Plain of South Carolina.*—In press as Bulletin 28.

Recent services to the Industrial Division include supplying information on (1) foundation conditions at the site of the Franklin Brass plant in Horry County and (2) ground water potentials in the vicinity of Laurens, Union, Chester, Lancaster, and Gaffney.

PROGRAM FOR THE NUCLEAR AND SPACE AGE

The Soviets have now put "twin" cosmonauts in orbit, and the United States is, in effect, exploring Venus, the least-known of the planets because of atmospheric conditions.

There is no doubt that the final years of this century and all of the twenty-first century will be intimately associated with what is now generally termed "The Space Age."

South Carolina has a rightful place in "The Space Age." To insure this, the South Carolina State Development Board has taken what will prove to be an exciting step.

The Development Board's primary interest is the increase of South Carolina's participation in the industrial growth which must accompany the world's entry into the virtually unknown.

The Board's interest is centered in selected projects which are and will continue to be compatible with South Carolina's present and future economy.

As of today, the Development Board has taken the following steps to insure the success of just such a program:

1. Two South Carolina engineering firms, The Harwood Beebe Company and Lockwood Greene Engineers, Inc., have agreed to make a reconnaissance of site potentials in the State.
2. Exploratory discussions with officials of the National Aeronautics and Space Administration have been held in Washington to (a) determine NASA programs which might hold potential for South Carolina; (b) acquire specifications for projects related to this field; and (c) determine which firms are handling prime and sub-contract work in this field.
3. Several prospects in the nuclear and space field have been brought to the State to inspect facilities in South Carolina for future use.
4. Twenty-five South Carolinians have made 265 calls during recent trips to the West Coast where these types of operations are concentrated.
5. Detailed information on the nuclear and space industry is being accumulated, sites are being analyzed and a systematic follow-up is being developed.

Examples of South Carolina companies which are now doing work related to the nuclear and space age are as follows:

Aerovox Corporation, Conway
 Cardinal Manufacturing Company, Columbia
 E. I. DuPont de Nemours & Co., Inc., Florence
 Electromotive Company, Florence
 Elgin National Watch Company, Blaney
 General Electric Company, Irmo
 General Instrument Company, Darlington
 Sangamo Electric Company, Pickens and Walhalla
 Westinghouse Air Brake Company, Batesburg
 Westinghouse Corporation, Hampton

AGRICULTURE AND INTERNAL INDUSTRIES DIVISION

The Division has concentrated on its second and third phases of new industry development. These activities were initiated by conducting studies to discover and develop markets for products not manufactured in the State in sufficient quantities or qualities to satisfy local demand.

As the new product markets are discovered, the development of plants to manufacture these products is being suggested to communities seeking economical development through new industries. The search for additional markets for products to manufacture in South Carolina will continue as a regular and important part of the Division's operations.

Concurrent with this activity, the third phase of Internal Industries Division activity has been going forward. Local industries have been encouraged and assisted in increasing and enlarging their enterprises, thereby creating new jobs in these expanded activities. Fairly widely diversified products markets have been discovered, ranging from wood products to light metal items and processed foods.

In varying degrees of utilization of the assistance offered by the Division, South Carolina has had one of its more profitable periods in the development of local homegrown plants. Through the combination of local money, management, manpower and materials, numerous diversified small industries have sprung up over the state. These include such plants as Flowertown Aluminum Products Company of Summerville, Captron Electronics Company, Wateree Chemical Company, a toy manufacturer in Bennettsville, a machine and foundry plant in Lexington and others.

Probably the most successful area of small industry development has been in the development of small industries using agricultural and forest products.

Such a significant development was in the announcement of Southern Soya Corporation's plans to construct a new million dollar soybean extracting plant in Cameron. A locally owned egg breaking plant in Newberry, a peach canning plant in Woodruff, a meat processing plant in Columbia, and a poultry processing plant in Sumter all play an important role in the overall picture.



Locally owned wood-using plants continued to be developed. A furniture turning plant in Conway, two charcoal manufacturing facilities, an office furniture manufacturing plant in Dillon and a wood molding plant in Dorchester County all added new employment opportunities as well as provided new outlets for South Carolina grown timber.

The completed agricultural processing brochure has been hand-carried or mailed to over 1200 out-of-state processors. Several possible prospects have developed from this action.

The Board continues to serve as the State Approval Agency, under Public Law 87-27, the Area Redevelopment Act. The Agricultural and Internal Industries Division is charged with this responsibility. During this period, the ARA program has stimulated additional interest in economic development and is being used as a tool for this purpose in many areas. During the fiscal year, 1961-62, South Carolina received \$249,000 in ARA grants for improvements of public facilities directly related to new or expanded industrial plants, \$61,676 in grants for training programs, and \$110,500 in loans for industrial growth.

Among all of the trends of industrial development, it is believed that the Division's philosophy of encouraging growth from within is a sound approach to a stronger and more diversified economy. The promotion of this idea, the Division's first phase of activity, will continue.

FOREIGN TRADE PROGRAM

A foreign trade program that will include the dissemination of news on the economic pace of the European Common Market to South Carolina business-industrial interests and information on South Carolina to Europeans has been created by the State Development Board.

It was initiated because of the great success of South Carolina's Trade Mission to Europe and the warm response the 35 mission members received from their European counterparts.

The explosive emergence of the Common Market within the world trade community demands attention and action in developing strong contacts for future business.

Trade mission members had the opportunity of witnessing the tremendous business activity in the Common Market countries visited as well as meeting and talking with hundreds of the

leading business officials who are constantly searching for new trade activities.

The trade program, therefore, will enable South Carolina to maintain the personal contacts made as well as develop wider contacts with business, industrial, shipping and import-export officials throughout Europe.

Trade information obtained from European and domestic sources will be compiled into a newsletter that will be distributed among South Carolina and European officials. It will also contain business, industrial and shipping activities within South Carolina that will be of interest to European officials.

The fact that European firms showed great interest in South Carolina products, resources and facilities during the two-week mission, and in some cases actual sales were consummated, proves that such a program is warranted.

WATER RESOURCES INVESTIGATIONS

Water resources investigations in South Carolina were conducted by the Water Resources Division of the U. S. Geological Survey under a cooperating agreement with the State Development Board. These activities were directed toward the definition of the quantity and quality of both ground and surface waters.

Surface water investigations included the operation and maintenance of 39 basic hydrologic stations. Six hundred and twenty-five spot water temperatures were obtained during the year. These data are of great value in connection with industrial development. Also, about 75 water samples were collected at gaging stations and miscellaneous sites for chemical analyses.

Supplemental observation stations were established at 49 sites to collect information on expected rate of water flow during low-water periods. Also during this fiscal year was continued the project of processing by datatron the flow data collected at selected gaging stations during the water year 1959.

The streamflow data acquired in the foregoing projects are currently being published by the U. S. Geological Survey under the title, "Surface Water Records of South Carolina, 1961." This is a new method of presenting this material by states.

Quality of surface water was also investigated through the following operations: monthly sampling at seven gaging station

sites, miscellaneous sampling for site locations and special requests, and two recording thermograph stations operated by the Surface Water Branch of the U. S. Geological Survey.

A report entitled "Chemical Character of Surface Waters in South Carolina, 1945-1960," was prepared for publication. It contains chemical analyses of all surface water samples during the 15-year period.

A salt water intrusion study in the Lower Edisto River Basin was continued. The objective of this study is to determine the amount and frequency of salt water encroachment in that area. Similar studies were conducted at the Santee, Pee Dee, Black and Waccamaw Rivers.

The ground water program is designed to obtain basic data for the proper development of South Carolina's ground water resources for municipal, industrial, irrigational and domestic utilization. This project involved the following:

1. Operation and maintenance of a network of selected observation wells.
2. Ground water studies of specific areas of the state. Emphasis is currently on Horry, Darlington, Florence, Greenville and Spartanburg Counties.
3. Collection of representative ground water samples and their chemical analysis. Field tests also included temperature data.
4. Study of the alluvial deposits of the Piedmont and Fall Line areas as potential ground water sources.
5. Assistance to other state and federal agencies, industries, municipalities, consultants and geologists working in this area.

TRAVEL AND INFORMATION DIVISION

The South Carolina State Development Board's Travel and Information Division, also known as the Advertising and Public Relations Division, was organized in January, 1960, to take advantage of modern communications methods in advancing South Carolina's industrial and tourist development.

The Division's purposes were three-fold:

- (1) Informing persons in the areas of greatest industrial concentration of the many South Carolina assets which influence the location of new plants;
- (2) Tell the ever-growing number of travelers—North American, South American and European—of South Carolina attractions which in some instances have become so commonplace to South Carolinians that their intrinsic value has been overlooked; and
- (3) Keep South Carolinians, whose taxes make the South Carolina State Development Board's activities in their behalf possible, informed in such a way that local citizens might determine for themselves the worth and value of the Development program.

It was decided that these objectives could best be achieved by the use of paid advertising outside the political boundaries of the State as had been the previous policy but with the addition of a concentrated publicity effort in areas other than South Carolina which offered the greatest potential for advancing South Carolina industrially and in those areas from which it was feasible to expect tourists.

From a national standpoint, the Committee took as a major responsibility the creation in the minds of non-South Carolinians a South Carolina which combined a youthful, vigorous and conscientious people who were also aware that South Carolina offered a fine place in which to make a home.

Technically, this was accomplished by a paid advertising campaign emphasizing both assets and by a publicity program zeroing in most often on certain events in the State—notably, during the first years at Charleston, Beaufort and Myrtle Beach in the



travel field and in Horry County, the Midlands and Upstate in the industrial field.

As an example in the travel field, national editorial support surrounding this year's Sun Fun Festival—had it been for sale—according to the MYRTLE BEACH SUN-NEWS would have cost in excess of one million dollars.

This was accomplished—as was the Jean Ribaut Celebration at Beaufort and The Firing on The Star of The West at Charleston—by the combined efforts of the Board's Travel and Information Committee, interested local persons and the Board's agency with its New York and Atlanta facilities.

The Board, through the Travel and Information Committee and the agency, now has available a method for the dissemination of news involving South Carolina's industrial development or travel attractions which it did not have previously.

Work has already begun on a concentrated program which will editorially, as well as through paid advertising, tell the story of South Carolina's assets in the metalworking field for prospective new plants interested in the availability of highly-skilled labor and new tool and die manufacturing facilities which can be utilized by these firms as suppliers. This is just one of several such specific projects.

The two-year industrial advertising campaign just completed was not primarily concerned with attracting inquiries. Even so, the campaign did furnish valuable leads. The campaign currently planned will be more inquiry-oriented as it is felt that the image-building emphasis of the previous campaign, although not completely accomplished, can be carried on in a more direct-sale manner.

It is interesting to note that a news story by one of the *New York Times'* reporters on activity around Aynor and in Horry County generally resulted in a considerable number of letters from interested industrialists.

The results of Development Board-inspired travel stories carried out by the agency combined with the new travel advertising program have made it necessary to hire additional personnel in order to insure that the inquiries that are received are handled efficiently and completely.

During the fiscal year just completed, an average of 113 out-of-state requests for travel information on South Carolina was received every day by the Board. During the peak month of February, the daily total of all requests reached over 1,000 letters a day. This pace was slightly ahead of the previous fiscal year's inquiry rate, which broke all previous records.

A continuation in the publicity field combined with an entirely new advertising campaign points to a continually increasing awareness nationally and internationally of a long-hidden and vastly neglected South Carolina—presented honestly and forcefully by maintaining restraint and dignity.

TYPE OF DATA SUPPLIED TO INDUSTRIAL PROSPECTS

Paramount Factors (General)

Statistical Data

City Data Sheets

County Data Sheets

Site Brochures

Basic Industrial Site Data

Aerial Photograph

Topography Map

County Highway Map

Labor

Laws and General Information

Wage Rates—Labor Availability

Unemployment Compensation Rates

Schools and Special Training for Industrial Employees

Tax Structure

Electric Power

Fuel

Climatological Data

Transportation

Water Resources

Effluent Disposal

Textile Spinning Activity

Machine Shops in Area

Recreation

Exhibits

Highway Map of South Carolina

Textile Spindle and Loom

Woolen & Worsted Map

Power Rates

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